GOVERNMENT OF INDIA
CIVIL AVIATION
LOK SABHA

UNSTARRED QUESTION NO:1117
ANSWERED ON:22.07.2002
INCENTIVES TO STUDENTS BY IA
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Will the Minister of CIVIL AVIATION be pleased to state:

(a) whether Indian Airlines have made any efforts to attract students through incentives;

(b) if so, the details of special incentives being offered to students; and

(c) the other steps being taken by the Indian Airlines to compete with private airlines?

Answer

THE MINISTER OF STATE FOR CIVIL AVIATION (SHRI SHRIPAD Y. NAIK)

(a) and (b): Indian Airlines is offering following concessions to the students on its Domestic and International Sectors:-

(i) A discount of 50% on normal Economy Class INR fare isextended for all types of journeys in Economy Class ondomestic sectors of Indian Airlines. However, full Inland Air Travel Tax, Passenger Service Fee and Insurance Chargeis applicable. The concession is also applicable to foreigners studying in India for travel on domestic sectors.
(ii) Students concession is available on Indian Airlines international sectors for one way or round trip travel, only in Economy Class. The route of travel should be between an Airport in the country of residence and an Airport in the Countrywhere the Educational establishment is situated. A discount of 25% on the normal economy one way or round trip fare is allowed.

(c): Indian Airlines has taken the following measures to improve its share in the domestic market:-

(i) Introduction of market oriented flexi fare policy.

(ii) Introduction of `Apex Fares`.

(iii) Innovative marketing strategies.

(iv) Acquisition of aircraft on lease to replace ageing aircraft/augmentation of capacity.

(v) Improvement in the quality of product/customer services.